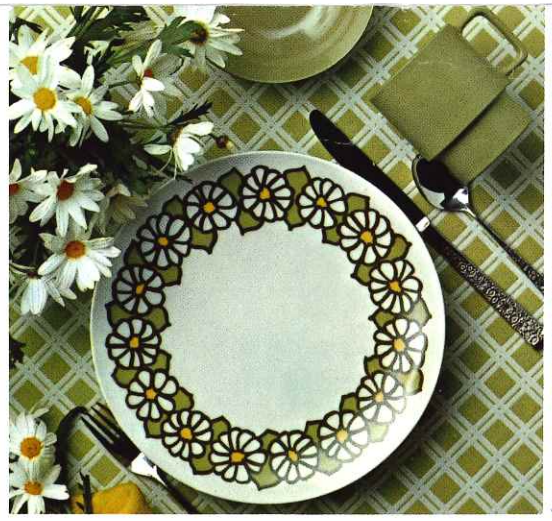
First Editions Collection: Table Talk

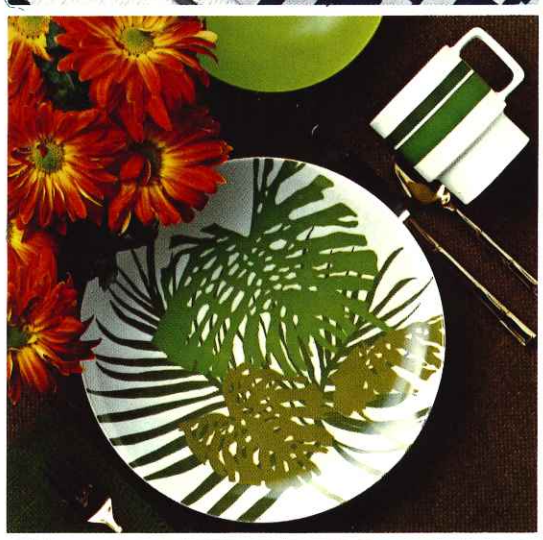
Read any good plates lately?

Critics everywhere are acclaiming this great, new First Edition. What an art form!... filled with relevance and urgency. What social significance! What impact its message is having on the modern American home! It speaks in the language of our times: yum, yum... crunch, crunch... gobble, gobble. Young America is eating it up. And, what a buy-line: Texas•Ware! A best seller, no doubt about it.

TEXAS•WARE

America's finest melamine dinnerware, coordinated with new, stainproof, stackable thermoplastic mugs or cups. Texas•Ware is guaranteed 2 full years against breaking, cracking, chipping, permanent staining; both dishwasher and detergent safe. Texas•Ware decorated dinner plates with exclusive SR-40® are proved up to 5 times more stain-resistant than ordinary melamine.





She may be weary, Women do get weary, Serving the same shabby dish...

Don't let it happen to your customer. Give her a choice of Texas·Ware melamine and help emancipate this poor, down-trodden American housewife from the drab existence of a one-dish cupboard. With Texas·Ware she can easily afford a change-of-place setting every day of the week. And, only Texas·Ware gives her the added social security of stainproof thermoplastic mugs.

Patterns, from top left to bottom: Tiffanie Daisy, Olympia, Mardi Gras, Palms, Georgetown, Modesta, Daphne.

Free Place Setting!
Try it. Mail this coupon today!

Pattern shown, Trump.

See for yourself how unweary Texas·Ware designs really are. We'll also include a complete set of full color brochures that will show you the full depth of our new lines.

NAME _____

COMPANY _____

ADDRESS _____

DEPT. NAME AND NO. _____ STATE _____ ZIP _____

CITY _____

One place setting per coupon. Offer extended only to bona fide buyers.

TEXAS·WARE

Plastics Manufacturing Company
2700 S. Westmoreland, Dallas, Texas 75224